Keys to Summer Sales.

Our June retail promotion offers consumers a unique breakaway key chain—free with just one carton. And, for a two-pack purchase, a free twist key chain.

This terrific offer will be supported by special displays, posters, danglers and B-headers for added visibility.

These promotions will be key to moving Merit volume this summer. See your promotion planner for details in your market.

The More Direct the Better.

Our new Merit Awards Direct Mailing, which begins dropping June 15th, is our way of showing our customers we appreciate their loyalty.

In fact, we're rewarding them for it. They can choose a picnic backpack complete with wine glasses, plates, flatware, cutting board, napkins and tablecloth. There's also a sturdy blue nylon umbrella and a 100 percent wool blanket. All free with pack UPCs from any style Merit. To make the direct mail program even more rewarding, we're offering a total of 4.5 million coupons, too. We'll be reaching 1.8 million Merit, as well as competitive, smokers with this program.

MERIT AWARDS

It's in the Papers.

Coming your way June 20th are 57 million FSIs! The energetic and positive graphics of this upbeat campaign will be impossible to miss. In fact, this program is sure to generate volume with its coupon offering $1.00 off a carton or four packs.

More Great Advertising Coming Your Way.

Uplifting and colorful magazine and outdoor advertising will be everywhere you look this summer. It will continue to drive home our highly successful campaign, "You've Got Merit."

What can you do!

1. Look for new ads coming up.
2. Keep pre-booking inventories to meet increased demand.
3. Keep your retailer on top of upcoming programs.

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Source: https://www.industrydocuments.ucsf.edu/docs/yzxp0003